



Sama American Private School

Communication Policy

Our vision statement:

Create a well-informed, well-coordinated, cooperative, and supportive community to achieve solid outcomes.

Aims:

- To ensure that staff, students, parents, and all other stakeholders are well informed and updated.
- To ensure a clear structure of the most effective form of communication to be used depending on timeline, purpose, and audience.
- To ensure an open, honest, ethical, and professional communication among all stakeholders
- To action communications within a reasonable time – maximum 48 hours

Internal Communication – to Staff

(a) **Time-Sensitive, Communications of High Importance** – When an important and urgent message needs to go out to a staff member, the form of communication must be face-to-face, or if to a wider audience by means of a mobile phone message using one of the WhatsApp groups (1 hour).

(b) **Non-Time-Sensitive Communications of High Importance** – If the communication is not time-sensitive it should be sent by Email which ensures a lasting record of the communication made for reference.

(c) **Communications of Low to Medium Importance** – These may be made either by a weekly briefing email or via 1:1 email, depending on the circumstances and how many staff need to receive the communication.

(d) **Communications Involving Sensitive Data** – These should be kept to a 'Need to Know' basis, only specifically relevant staff should receive the communication, and face-to-face communications are preferred.

(e) **Communications sent to Parents** – any communication that is sent to parents containing information about the school and important announcements should be shared with front of house staff (reception, admissions, and school community relations coordinator) and with teachers if needed. All written communications with parents should use Education.

Additional Points to note:

- As per the 'Acceptable Use of Technology Policy', staff should never share logins and/or passwords to computer accounts, email accounts or their mobile phones.



- WhatsApp and emails should be sent between the hours of 6 AM and 4 PM, there will be no expectation for a response to any emails or WhatsApps sent out of these times.
- An internal 'Email Briefing is sent out that contains useful information; staff should make a point of reading this properly at the earliest possible moment.
- Staff should check emails regularly; at least three times daily including the first hour before teaching.
- Staff should attempt to respond to emails when required timely, notwithstanding the fact that they should not compromise their teaching to do so unless imperative.
- When sending emails information should be kept as concise as possible with links or attachments made available if expansion on points is thought useful.
- Staff should only email the person they wish to receive a response from and should refrain from Cc and Bcc staff members who do not need to directly respond. If the receiver does not respond, then a line manager will be copied in to the follow up email.
- WhatsApp should only be used for quick alerts and directives should be sent via email.

Internal Communication – to Students

Communication between staff and students is of imperative importance towards facilitating the teaching and learning process

- **Verbal Communication** – Most of the communication involving students is made verbally. Shouting at students and gesticulating at them aggressively is unacceptable behavior. Wherever possible, two members of staff should be present if there is a need to discipline a student; following the behavior Policy.
- **Written Communication** – Staff use the written form to communicate with students in a variety of ways including presentations, printed worksheets, comments in exercise books, display boards and posts on TEAMS. Staff should be mindful of the size and font of texts, contrast of colors (text/background), avoid placing images behind texts that affect the readability of a text, ensure handwriting is easily legible and consider layout. Information should be easy to find. All presentations and handouts should have the school logo in high resolution.
- **Education and Savvas** – All weekly plans, assignments, and worksheets should be uploaded into Education to give parents enough time to print out hard copies for their children's use in class whether online or in campus.

- **External Communication – to Parents/Guardians**

1. (a) **Short, Time-Sensitive, Communications of High Importance** – Short urgent messages should be made by telephone if the number of recipients is manageable. If not, messages should be sent.
2. (b) **Non-Time-Sensitive Communications of High Importance** – If the communication is not time- sensitive it should be sent by Education, which ensures a lasting record of the communication made for reference.
3. (c) **Communications of Low to Medium Importance** – Staff may elect varying means of



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making communications of low to medium importance depending on the context; face to



Face meeting, Edunation, mention on the school website/social media or a notification on the parents' WhatsApp groups.

4. (d) **Communications Involving Sensitive Data** – All communications to parents involving sensitive data should be made face-to-face, or in the case that this is not possible by phone. Staff should never address sensitive matters by email.

Additional Points to note:

- Staff should never send a group communication to parents in writing before having it approved by the leadership team (Email).
- Bulk emails or Edunation announcements to parents that are through the communications Coordinator must be sent 24 hours before publishing for checking and approval.
- Staff should never communicate with parents (or students) via social media.
- When making phone calls to parents, only school landline or school mobile phone numbers should be used (not personal numbers).
- Similarly, when communicating with students, no political or religious beliefs should be promoted, and comments should be as balanced and impartial as the context allows.
- If in doubt, consult a member of the senior leadership team.

Parents are encouraged to:

- Develop close links with the school
- Participate in meetings in a positive and respectful manner, affirming the professional role of the staff and all staff members in the school
- Collaborate with the school in developing the full potential of their children
- Share the responsibility of seeing that the school remains true to its values and distinctive character
- Become actively involved in the Parent Association
- Refrain from spreading unauthorized information about the school or any school member in the parents' WhatsApp groups.

External Communication – to School (from Parents/Guardians)

Parents should keep the school up to date with family circumstances which may affect the schooling of their son/daughter(s). In addition, parents have the liberty to contact the school and request a meeting should they have an issue that they wish to discuss. In this scenario parents should refer to the escalation policy to know which member of the team the most appropriate person is to help them with the specific issue.

- The class/lead teacher will be the first point of communication for parents. A parent can: informally meet after school, book an appointment with the class teacher or use Edunation to share information or ask questions.
- If parents have any concerns about the year group, the class teacher or are unable to make an appointment with the class teacher, they will talk to the Head of Year. The Head of Year may contact a parent if there are concerns. The Head of Year will send out whole Year Group specific information for that Year Group via a weekly newsletter.

- The Assistant Head Teachers and Deputy Head Teachers will be the next point of contact, after the Class/Lead Teacher and the Year Group Leader.
- Any unresolved concerns will then follow the complaints procedure policy.

The following flow-diagram illustrates the chain of events:

General Concerns and Complaints – The Complaints Policy should be referred to and adhered to.

Additional Points to note:

- Parents should familiarize themselves with the escalation and complaints policy regarding communications outside of the school site. They should specifically keep in mind that concerns or doubts over the sons/daughters of other parents should be addressed to the school (not directly to other parents), that school matters should not be discussed off-site in person, by phone or use of social media, and that the complaints procedure should be adhered to and open forums discussing complaints should not be created.
- Concise and objective communications are appreciated owing to the busy schedule of staff.
- When parents are making communications they are encouraged to consider the global needs of all

Structures in place to facilitate open communication & consultation with parents

- Education
- Parent/teacher meetings
- Termly written school reports
- IEP meetings
- Written communication
- Monthly Happy Meets for existing parents who would like to voice concerns, share ideas and ask questions
- Meet the Principal for prospective parents to learn about the school
- Weekly newsletters keep parents up-to-date with school events, holidays and school concerns
- The school website is a source of information
- Homework diary
- Parents are invited to events throughout the year e.g. Sports Day, productions and concerts

It is vital that the school is immediately informed if family events/situations occur that cause anxiety to your child and therefore may adversely affect his/her education